



## OPERATION BRIGHTSIDE

# NEWS

SPRING 2011

## The Marines are Coming!

This summer, St. Louis will host hundreds of men and women serving in the U.S. Marine Corps. Marine Week St. Louis will be June 20-26 and will be a chance for St. Louis to meet the Marines who are always on duty to protect our freedom.

The Marines will reach out to the community through daily parades, equipment demonstrations and volunteer activities. The Marines' goal for their community outreach is to make significant impact in a short period of time.

We all owe a debt of gratitude to the military for the freedoms we enjoy. Operation Brightside will be doubly-indebted to the Marines as we are honored to have been selected as their **premier St. Louis community service project**.

In just one week's time, the Marines will build and plant Operation Brightside's Demonstration Garden and Learning Center. Each day, 20 Marines will be digging, planting, building berms and creating garden paths on which future visitors will explore our garden.

The public is invited to stop by Operation Brightside, 4646 Shenandoah during Marine Week to see the Marines hard at work.

A very special thank you to **Alberici Constructors**. Thanks to **John and Natalie Alberici, Patrick Gaffney** and **Leticia Lago** will serve as construction managers providing direction and oversight for the Marines. Moreover, they are overseeing the construction project from estimating to completion at no cost to Operation Brightside. This is a significant contribution and we sincerely appreciate their generosity.

Additionally, partial funding for the garden project include **Environmental Protection Agency Region 7** through **Missouri Department of Natural Resources**, **Missouri Department of Conservation**, **William A. Kerr Foundation**, **Edward K. Love Conservation Foundation**, **Dana Brown Charitable Trust**, **Philpott Family Foundation**, **Crawford Taylor Foundation** and **SWT Design**.

**Friends, families, organizations and businesses** are invited to support this effort through a wide variety of sponsorships. Join **Korte Construction** and **Alberici Constructors** as Marine Week sponsors or consider becoming a Demonstration Garden sponsor. **Sponsorships range from \$125 for an engraved brick to \$5,000 for a Marine Week St. Louis sponsorship at the Brigadier General level.**

In addition, Demonstration Garden naming opportunities are available for major gifts. Please contact Yvette Hartsfield at 314-772-4646 ext. 203 or 314-606-3720 to discuss these sponsorship opportunities. 🌸

## OUR GARDEN GROWS WITH YOUR HELP!

Landscaped with Missouri native plants, Operation Brightside's Demonstration Garden & Learning Center will build environmental awareness and demonstrate energy and resource conservation techniques.

Sponsoring a brick allows you to become an integral part of this experience. You will leave your support and name forever engraved in our Demonstration Garden and Learning Center.

**\$1,000  
Blossom**

**12" x 12" paver**  
Your name or organization engraved on paver with organization logo

**\$500 Bud**

**12" x 12" paver**  
Your name or organization engraved on paver

**\$250 Sprout**

**8" x 8" paver**  
Your name or organization engraved on paver

**\$125 Seed**

**4" x 8" paver**  
Your name or organization engraved on paver



**MARINE WEEK**  
ST. LOUIS

20-26 JUNE 2011



see reverse side to order your brick today!


# OPERATION BRIGHTSIDE RESPONSE FORM

All donations to Operation Brightside are tax-deductible.

 **\$1,000 Blossom** - 12" x 12" paver -  
Your name or organization engraved on  
paver with organization logo

 **\$500 Bud** - 12" x 12" paver -  
Your name or organization  
engraved on paver

 **\$250 Sprout** - 8" x 8" paver -  
Your name or organization  
engraved on paver

 **\$125 Seed** - 4" x 8" paver -  
Your name or organization  
engraved on paver

## payment info:

☐ My check, made payable to Operation Brightside,  
is enclosed, or

☐ Please charge my: \_\_\_\_\_ Mastercard \_\_\_\_\_ VISA

Name: \_\_\_\_\_

Organization Name : \_\_\_\_\_  
(if applicable)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name on card: \_\_\_\_\_

Card #: \_\_\_\_\_ Expires: \_\_\_\_\_

Signature: \_\_\_\_\_

**TEXT TO BE ENGRAVED** (Please write clearly)  
Up to three lines of text and 20 characters per line.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Mail to:

**Operation Brightside**  
**c/o Garden Bricks**  
**4646 Shenandoah Avenue**  
**St. Louis, Missouri 63110-3424**

## Executive Director's Perspective



Mary Lou Green

On the verge of our 30th anniversary, Operation Brightside is planning for our future. To begin this process, we are working with **Saint Louis University's Center for the Application of Behavioral Sciences**. Quite a mouthful, yes, but I must say, it has been a privilege to work with them. The graduate level students along with their professor, Dr. Edward Sabin, bring a significant amount of expertise and enthusiasm to this endeavor. They are currently gathering information and analyzing Operation Brightside's past to help set the course for our future. We welcome their involvement.

We also welcome your involvement. If you have any thoughts or suggestions that you would like to share with the CABS team or with me, please do so. You can email [operation.brightside@gmail.com](mailto:operation.brightside@gmail.com) and someone from the CABS team will contact you to discuss your thoughts and ideas. 🌸

## Flowers for Downtown

It's not too late to  
volunteer to help beautify  
downtown St. Louis.

On Friday May 6 and Saturday May 7, Brightside volunteers will be planting and mulching around City Hall, including the planters in Poelker Park, the medians on Tucker Blvd. and on the City Hall grounds. In addition, window boxes will be placed on the second floor of City Hall.

This effort is part of Urban Roots, a coalition of organizations dedicated to a more beautiful St. Louis. The coalition includes the Partnership for Downtown St. Louis, Flora Conservancy, City of St. Louis Parks Department, St. Louis Master Gardeners, Gateway Greening and Operation Brightside.

Gateway Greening volunteers will be planting the Market Street medians and Kiener Plaza. Flora Conservancy volunteers will be planting in Serra Park. St. Louis Master Gardeners will be assisting with all of these plantings.

To volunteer, please email Operation Brightside at [operation.brightside@gmail.com](mailto:operation.brightside@gmail.com) or call 314-772-4646. 🌸



recycled paper

This newsletter is paid for through Community  
Development Block Grant Funding.



# Blooming Soon!

Not only is Operation Brightside excited to announce that this year's "Blooming Soon!" flower bulb sale will once again be sponsored by **Wells Fargo Advisors**, but we are also thrilled about the opportunity to partner with the **Greater St. Louis Daffodil Society** to present a new **Midwest Mix**. This collection of six varieties of fine daffodils has been selected for outstanding performance in the Midwest region of the United States. In honor of Operation Brightside's 30th Anniversary in 2012, the *Midwest Mix* will be available for purchase through this year's "Blooming Soon!" bulb sale.

Greater St. Louis Daffodil Society President Lynn Slackman and member Jason Delaney shared their expertise with Operation Brightside as they selected the varieties to be included in the *Midwest Mix*. In addition to being extremely knowledgeable about the many varieties of daffodils, they also share a life-long love of daffodils.

Lynn Slackman, long-time volunteer with the Missouri Botanical Garden, is in her fourth year as president of the Greater St. Louis Daffodil Society. Jason Delaney is a member of the Greater St. Louis Daffodil Society, dedicated daffodil grower and bulb collections specialist at the Missouri Botanical Garden.

Becky Homan, former Garden Editor with the St. Louis Post-Dispatch, is a St. Louis Master Gardener and an Operation Brightside volunteer. Becky has been working to revitalize the highway daffodil plantings and brought Operation Brightside together with the Greater St. Louis Daffodil Society.

The *Midwest Mix* will include five bulbs from each of these six exceptional daffodil varieties: **Carlton**, an outstanding and sweetly fragrant all yellow large cup, **Pink Charm**, ivory white pink-rimmed large cup, **Tahiti**, a showy yellow and orange, heat-blast-resistant double, **Slim Whitman**, a flamboyant white and golden-orange pin-wheeled large cup, **Suada**, a brilliant yellow and exuberant orange-ruffled large cup and **Barrett Browning**, a white and glowing-tangerine small cup.

The *Midwest Mix* will bring colorful new blooms in 2012 to brighten homes, businesses, subdivisions and neighborhood gardens. **Where will you plant your *Midwest Mix*?**

You can order this collection for a limited time, along with our other Blooming Soon! flower bulbs, at [www.operationbrightside.org](http://www.operationbrightside.org). All bulbs will be available for planting in October. To learn more visit our website or call Operation Brightside at 314-772-4646.

All of these photos were retrieved on March 28, 2011 from DaffSeek, American Daffodil Society, Inc. For these daffodil photos and many others, visit [www.daffseek.org](http://www.daffseek.org).



## Blitz 2011

Despite the cold start, the 30th annual city-wide cleanup was a success. While Project Blitz 2011 brought major changes, neighborhood residents welcomed the opportunity to have all weekend to clean up.

Operation Brightside extends its deep appreciation to all of the neighborhood volunteers who helped clean up alleys, streets, parks and vacant lots during Blitz 2011. Nearly seven million pounds of trash and debris were gathered by neighborhood residents and collected thanks to the Refuse Division and Streets Department.

Operation Brightside also salutes the City Parks Department for the flowers grown in the greenhouse and the Forestry Division for the assistance with wood chips, compost, vacant lot and building clean up.

For 30 years, this public-private partnership has proven to be a win-win for St. Louis. Thanks to the City of St. Louis and all of the city residents for making this possible.

Together we make a difference -- a difference that is making St. Louis a cleaner, greener community in which to live, work, learn, grow and play. Thanks to each of you for making this happen.

# OPERATION BRIGHTSIDE

4646 Shenandoah Avenue  
St. Louis, Missouri 63110-3424  
(314) 772-4646

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St. Louis, Missouri  
Permit No. 3627

## Stay connected with Operation Brightside

[www.operationbrightside.org](http://www.operationbrightside.org)  
[Facebook.com/OperationBrightside](https://Facebook.com/OperationBrightside)  
[Twitter.com/OpBrightside](https://Twitter.com/OpBrightside)  
[YouTube.com/BrightsideSTL](https://YouTube.com/BrightsideSTL)

## Volunteering

Nearly 200 volunteers from **Saint Louis University, Washington University, St. Louis Master Gardeners, Girl Scouts and Students Today Leaders Forever** invested hundreds of hours in early 2011 to sow marigolds, vinca, zinnias and dianthus. Thanks to their efforts, nearly 300,000 flowers will beautify St. Louis neighborhoods this summer.



## Partner Spotlight

**F**lora Conservancy of Forest Park is a volunteer organization in partnership with the City of St. Louis Parks Department. Flora Conservancy volunteers landscape and maintain floral displays throughout Forest Park.

Flora volunteers have also been very kind and generous in supporting Operation Brightside's efforts to beautify St. Louis.

To raise money for their endeavors, Flora Conservancy will sponsor a plant sale on Saturday May 7. Stop by the Greenhouse in Forest Park between 8:00 a.m. and 3:00 p.m. to get some beautiful flowers for your garden. For more information call 314-289-5323.

While you are there, be sure to pick up a copy of their fun and colorful book on Forest Park -- only \$10 each and they make great gifts. 🌻

Please consider a donation to Operation Brightside to support our cleaning and greening initiatives. You can donate using the enclosed envelope or donate through our website

**[www.operationbrightside.org](http://www.operationbrightside.org)**

Donating online is safe and easy with PayPal. Just click on the Donate tab on our home page, select your donation amount and add it to your cart.

*Your gift will help keep Operation Brightside  
working for a better St. Louis!*



Operation  
Brightside meets  
all 20 of the Better  
Business Bureau's  
Standards of Charity  
Accountability.